

News Release

22 June 2017

HSBC Australia announces Customer Advocate

New leadership role has accountability for fair customer outcomes and continuous improvements to customer experience

HSBC Australia has today announced a Customer Advocate role, with accountability for ensuring fair customer outcomes and overseeing continuous improvements to the customer experience.

Vic Wolff, currently Head of Marketing and Customer Value Management for HSBC Australia, takes on the role in addition to his existing responsibilities with effect from June 2017. The role of Customer Advocate will report directly to HSBC Australia CEO, Martin Tricaud.

The creation of this role is part of HSBC Australia's support for the Better Banking initiative, which was launched by the Australian Bankers' Association in 2016 and is designed to make banking easier and more transparent for all Australians through better products, better service and better culture.

"As Customer Advocate, Vic will have responsibility for acting as an independent voice for our customers, tasked with ensuring fair outcomes for customers complaints, escalating customer feedback to the most senior levels of the bank, and influencing a wide range of areas including decision-making, processes, product design and communications," said Mr Tricaud.

The Customer Advocate role will complement HSBC Australia's existing complaints resolution processes. In situations where customers are dissatisfied with the initial resolution offered in a dispute, they will be advised of their right to escalate the matter to the Customer Advocate, who will ensure it is resolved in a timely and fair manner.

Further information including contact details will be listed on the HSBC Australia website (<http://www.hsbc.com.au/1/2/misc/contact>).

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HSBC Bank Australia

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